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The Hudson's Bay Company

THOUSANDS OF EXTRAORDINARY VALUES NOT MENTIONED HERE

The Hudson's Bay Company

ASK FOR OUR JULY SALE CATALOGUE—IT'S FREE

The Hudson's Bay Company

The Hudson's Bay Company's

Leisure Sale

Starts FRIDAY JULY 2nd, Continuing for 14 Days to SATURDAY JULY 17th
Phenomenal Bargains in Every Department

A Grand Clearance of Women's Summer Dresses \$2.39

A collection of Women's Summer Wash Dresses to be cleared in a Friday morning rush at \$2.39. The materials are Voile, Pinafore Cotton and French Cambric. These are most excellent dresses in a variety of colors and combination shades. Many pretty stripe effects in blue and white and black and white. Smart, sensible, dresses with plain, full and pink waist, with dainty striped skirts. Bordered or Collier effects, collar and cuffs of white organdy or flange. Many novelty styles, trimmings of tulle and velvet. All sizes for misses and women up to 42 bust. The regular values are not less than \$4.00. JULY SALE PRICE: **\$2.39**

A July Sale of Corsets

A black new model Royal Worcester, Style No. 222, all steel fitted, embroidery trimmed and made of imported material. 8X rubber grip hose supporters; admirably suited to any average figure. Its interior with its perfection of fit and style, assure the correct contour lines. And—think of the price! Only \$1.59. Come early and get one or two pairs of these fashion true models. **\$1.59**

Brassieres for Large Women

Made of good quality white drill, neatly and strongly bound; fastened in back; style of embroidery of the time; some plain. These are the well known De Bevoise and H. & W. makes, and are especially adapted to the heavy high chested type. Sizes 30 to 48. Regular price \$1.99. SALE PRICE: **39c**

Up to \$1.50 Baby Bonnets for 59c

Muslin Embroidery Bonnets with every shade of lace and trimmed with white, sky and pink ribbons. With Embroidery Bonnets with lace and ribbon trimmings. Many other styles included in this sale. Size 12 to 18. Value to \$1.50. JULY SALE: **25c 30c 59c**

Regular 65c Black Velvet 39c

A special stock lot of Black Velvet with a good close pile and deep burnish. Finish. 25 inches wide. Regular \$1.29. JULY SALE: **39c**

Regular \$1.00 Yard Silk Crepe 50c

An extra special line of Belgian Blue Silk Crepe with small floral effect. 129 yards only. 27 inches wide. Regular \$1.00. JULY SALE: **50c**

No Need to Be Without a Fountain Pen These Prices

THE "FIBRA" FOUNTAIN PEN—14 kt. gold pen, iridium pointed. Regular \$1.29. JULY SALE: **75c**
HUDSON'S BAY SELF-REFILLING FOUNTAIN PEN—No separate filler required; a well-made and reliable pen. Regular value \$1.50. JULY SALE: **75c**
HUDSON'S BAY SAFETY and Non-Leakable Fountain Pen. May be safely carried in any position. Regular value \$1.50. JULY SALE: **75c**

THE "BAY" FOUNTAIN PEN

A neat and well made pen; 14 kt. gold nib, iridium pointed. Regular value \$1.00. JULY SALE: **48c**
HUDSON'S BAY NO. 1 FOUNTAIN PEN—Made with 14 kt. gold nib, iridium pointed. A high grade make. Regular value \$2.50. SALE: **\$1.45**
HUDSON'S BAY NO. 2 FOUNTAIN PEN—Made with 14 kt. gold nib, iridium pointed. Regular \$1.25. JULY SALE: **87c**

GROCERIES

Edmonton's Leading Grocery Offers Special Savings During July Sale

It will repay you to watch our ads. from day to day.

WAGSTAFF'S FRUIT—In glass—strawberries, grapes, cherries, plums and pears. Regular selling the glass. **29c**

GODDILL'S FRUIT—Peaches, apples and cherries. 50 cents per box. Special July Sale. **30c**

SHAW'S GINGER—In glass. Regular 80 cents. For **27c**

JELLIES IN GLASS, Cross & Black. Apple, Lemon, Orange, Raspberry and Maltolite. Reg. 35c. For **25c**

CHERRIES, You cannot quality, in glass. Regular 80c. For **44c**

SHAW'S PRESERVED—Strawberries, Apples and Pears. Regular 30c. For **29c**

SALMON, Beane Brand. Regular 12 1/2c. For **15c**

SALMON, Butter Brand. Regular 10c. For **89c**

HERBES IN TOMATO SAUCE, Beane and Beane Brand. Regular 15c. July Sale. **75c**

CANNED VEGETABLE—SPECIAL. Asparagus, Corn & Beans. July Sale. 24 cans. **\$2.65**

SUGAR, finest granulated. Only two counts. **\$1.50**

ROYAL CROWN CEREAL, 25c

AMMONIA POWDER, Baking. 30c

CANTER SOAP in 4 1/2 lb. boxes. Regular 10c. For **21c**

EGGAL EGGS, large tin equal to 6 small eggs. Regular 35c. For **30c**

BUTTER in one gallon tins. 33c

CORN FLAKES, Kellogg's. 25c

APPLES, sweet Ontario country. 2 1/2c. Regular 15c. July Sale. **12c**

PINEAPPLES, large. Regular 25c. For **20c**

ROLLED OATS, "Real of Quaker". 20c

CORN FLAKES, Kellogg's. 25c

SHREDDED WHEAT, BUNCE. 35c

SOY BEANS, Choice. 25c

HUIBARS & GINGER JAM, CANNED. Regular 15c. July Sale. **89c**

VALENTIA RAISINS, Extra Special. Regular 15c. July Sale. **25c**

In announcing our July Sale this year we do so with increased confidence that we are able in this instance, in spite of the unsettled state of the world's markets, to offer you broader varieties, better qualities and lower prices than have hitherto been considered possible.

Every department in this Big Store has exceptional bargains to offer, some representing the clean-up of the season's stock, others representing large purchases of manufacturers' stocks, which we were, owing to financial conditions, able to purchase at much below value, and the opportunity is now yours to share in these exceptional advantages we have succeeded in obtaining. Although there is a large amount of items listed here, they represent, however, a part only of the total number of bargains that are available during the Big Sale.

Patrons will find here every provision for their comfort—Toilet and Wash Room, Rest Room for Ladies, Smoking Room for Gentlemen, Dining Room and Cafeteria where splendid meals are served at a merely nominal charge.

Come and spend the day with us. We will appreciate your visit.

SHOP ON A TRANSFER CARD—Pay for all purchases at one time.

Home Furnishings

NEVER HAS SUCH PRICE CUTTING BEEN EXPERIENCED in the annals of this city, and, owing to the continual rise in price of raw materials it is not likely to be repeated in a hurry. The price on the entire stock is reduced and you will find, on comparison, that this is the time for replenishing your home.

English Brussels Stair Carpet

27 inches wide, in three colorings. Regular \$1.65. **89c**

Wilton and Axminster Stair Carpet

16' Oriental designing and colorings. Regular \$2.25. **\$1.39**

Hemp Stair Carpet

22" or 27 inches wide, in mixed colorings. Regular to 45c per yard. **25c**

Heavy Brussels Rugs

Heavy quality. English and Canadian make. Excellent colorings and most delightful.

Size 6x9 feet. Reg. \$17.50. **\$10.95**

Size 9x9 feet. Reg. \$21.50. **\$12.50**

Size 12x12 feet. Reg. \$25.00. **\$13.50**

Size 12x12 feet. Reg. \$29.00. **\$14.50**

LINOLEUMS!

The best, the cleanest, the strongest—that's our Linoleum, and we want you to have some of it at our special prices.

Canadian or Scotch Floor-Cloth

Two yards wide, regular 35c per square yard. **23c**

Linoleum

Two yards wide. Per square yard, Special **35c**

Scotch Linoleum

Two yards wide. Special per square yard **39c**

Four yards wide. Special per square yard **45c**

Up to 85c Curain Muslin for 19c

26-inch Curain Muslin, with first colored effects very durable for bedrooms. Regular to 50c per yard. **19c**

Up to \$25.00 Millinery Values for \$3.98

A wonderful collection of New York models in the new French and Foke Bonnet shapes. Trimmed with fruit and flowers. Large and small hats with transparent brims, trimmed with flowers and ribbons in the smartest designs of the year. Black Lace Dress Hats trimmed with French roses and ribbons. One of these models will be sure to suit you. JULY SALE: **\$3.98**

Up to 30c Embroideries 9c

159 yards Embroideries, ranging in width from 2 1/2 to 14 inches. The lot contains embroidery in various designs, including borders and corner coverings, in cambric and muslin. Most of these are of very fine quality; not an inferior yard in the lot. Regular values from 12 1/2c to 30c per yard. JULY SALE: **9c**

Nottingham Lace Nets

The kind you can wash and iron; 12 to 26 inches wide, and the best of designs. Fine or coarse, whichever you prefer.

Regular to \$1.25 per yard. **49c**

Regular to \$1.00 per yard. **39c**

Regular to 75c per yard. **25c**

Regular to 45c per yard. **19c**

Regular to 25c per yard. **12 1/2c**

Silkolines

26-inch American Silkolines in beautiful floral or Paisley designs. Regular 25c per yard. **15c**

French Velvet

In all colors. 50 inches wide. Regular to \$1.95 per yard. **98c**

French Velour

In true color. 50 inches wide. Regular \$1.50 per yard. **69c**

Unprecedented Sale of Dinnerware

Unheard of prices! In spite of war-time advances on all these lines, July Sale reductions that surpass anything attempted by us before. Be assured, these are not out of date patterns or lines being discontinued. But Up-to-the-Minute Designs—all stock patterns.

VALUES UP TO \$25.00 FOR \$14.95

One dozen pattern to choose from. Full combination Dinner, Breakfast and Tea sets. No reserve on any of them—your choice of any design. Sold regularly up to \$25.00. Some of the well-known patterns included in this sale are as follows:

Blue de Hollande—A fine band pattern. **Very fine ware.**

A White and Gold Band.

A Gold Band and Black Line Pattern.

Green Rose—A dainty pink rose border pattern.

Blue Enquire—One of the most effective patterns we carry.

Hivina—A pattern used in more homes in Edmonton than any design we show.

Come and see the display! If you need a Dinner Set you can't afford to miss this opportunity. **\$14.95**

Business Men Will Realize the Great Saving Opportunity in This July Sale of Men's Suits

It is the policy of Edmonton's Greatest Department Store, as of any of the greatest business organizations, to clear out the season's stock at the close of the season for which it was purchased, regardless of what the merchandise may have cost. Hence the enormous value giving in these High-Grade Men's Suits.

The assortment is large and consists of grey and brown-tinted in tweed and worsted materials. Blue and black serge; also grey worsted. Suits required to custom tailored garments, and bought to sell at a much higher price.

One of the best grade Suits, values to \$20.00. SALE PRICE: **\$16.50**

Men's Negligee Shirts

Cost style with starched cuffs. A special purchase of 200 dozen enables us to offer values at less than wholesale prices. All neat patterns: black and white and fancy stripes. Past color.

JULY SPECIAL SALE: 49c

Men's Lisle Hose, 2 Pairs for 25c

Seamless, 2 1/2 den; black, tan, grey and mauve. Sizes 9 1/2 to 11. Reg. 20c and 25c. **2 pairs for 25c**

Men's Umbrellas 75c

Strong paragon steel frames with durable wood and cotton covering; fast dye. Regular \$1.25. For **75c**

Cushion Tops at 1c

Art Tapestry Cushion Tops in different designs and colorings, suitable for den or porch, or make nice dark cushions for any room. Regular 10c and 25c. **1c**

Stamped Nightgowns 69c

Stamped on good quality long cloth in several designs, with either round or square neck; short scalloped sleeves. Regular value \$1.00. **69c**

Regular 25c American Crepes 15c

Fine American Cotton Crepes in attractive colorings, for waists and dresses. These have white grounds with attractive floral effects in all the new shades. 27 inches wide. Regular 25c yard. **15c**

All-Silk Charmeuse \$1.29

Rich and heavy weave, admirably adapted for the new style skirts and waists. There is a nice range of lovely colors, including rose-shell pink, pearl grey, ivory, gold, brown and cream. 40 inches wide. Regular \$2.00 yard. **\$1.29**

Men's Oxford at \$1.50

Here's a money saver! Every pair of Men's Oxford tan or black that were bought previous to this season (except English brogue), no matter what the price will be closed out during this July Sale at per pair **\$1.50**

Men's Boots at \$3.95

Here's an interesting lot, of about 75 pairs, including some of Slater's new oxford makes, worth \$2.00, \$3.00 and \$5.00. All in nice styles. **\$3.95**

Women's Black Sewing Boots and Pumps

About 100 pairs in this lot. Edwin C. But's and 80-Kid makes, ranging in price from \$2.00 to \$7.00 pair; Cuban, kitten and 80-Kid makes, ranging in price from \$2.00 to \$7.00 pair. A splendid selection for **\$2.95**

Ladies' Regular \$5.00 Tan and Patent Oxfords \$1.95

This is a lot of broken lines of Edna C. But's and 80-Kid Oxfords. Not a pair worth less than \$1.00. They'll be closed out during this **\$1.95**

Misses' and Children's Tan Pumps

All our Misses' and Children's Tan Pumps, ankle strap and miter strap patterns, both in turn and McKay sewing, ranging in price from \$2.00 to \$2.99. **JULY SALE PRICE: \$1.50**



The Hudson's Bay Company.

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burn street, Winnipeg, Man.;
Jonasson, 523 Victor street,
Man.; Alfred Couture, West
Man.; Herberg Ludlow Je-
nite 2; No. 652 Simcoe street,
g. Man. (not previously re-
missing); Corporal William E.
749 Toronto street, Winni-
a.; Hadley Wrigley, 1097 Gar-
riel, Winnipeg, Man.; August

112 Young street, Winnipeg.
Officially Reported Prisoner at
— Percy Turner, West Port,
Albert P. Rhind, Binorwick,
previously missing); Laurence
a, Toronto (previously miss-
— George M. Robinson, Mitchell,
previously missing).
Officially Reported Prisoner at

Previously Reported Prisoner—
V. Weir, Ireland; Sergeant
Shoberley, 50 Peletier street,
St. Winnipeg (previously re-
ported and missing).

How un-Christian! reported prisoner Joseph G. Trickett (formerly England); Robert Webster, (Munster); Geo. Alexander, Ireland (Munster); Charles Scotland (Munster); Alan D. England (Roulers); Thomas Sandall, England (Dussel);

usly Reported Missing, now
reported prisoner—Carly
H. Foss, England; Lance
Reginald G. Horner, Eng-
George A. Frame, Scotland;
A. Gray, Scotland John Roy,
Edgar J. Sculthorpe, Eng-
William H. Adair, Ireland;

Law, Scotland; Andrew Marr,
Thirteenth Battalion.
 Austin E. Searle (formerly
 Zealand.
Fourteenth Battalion.
 Wounded—Lieut. Henri
 Montreal.
 Hector Vaillant, Montreal

Fifteenth Battalion.

ly Reported Prisoner at—Charles Edward Wall, Eng-
evously missing).

ly Reported Prisoner—Geo.
n. Dundas, Ont. (previously
ly reported prisoner.

ed—Robert B. Brown, Scot-

(Advertisement)

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